# Glossary

**A**

Adaptive marketing – A marketing approach aiming to actively target consumers by changing elements of the campaign by responding in real-time.

Analytics – Data gathered from a web site which can be used to describe, predict and improve its performance.

Apps – An abbreviation for application software, designed to run on computer or mobile devices.

**B**

Behavioural marketing – A technique used by marketers to increase the effectiveness of their campaigns by using information collected about an individual’s web browsing behaviour, such as the pages they have visited or the searches they have made to select which advertisements to be displayed to that individual. This helps deliver online content to the users who are most likely to be influenced by them.

Big data – A collection of very large and complex data sets.

Blog - Generic name for any Web site featuring regular, short and informal posts arranged chronologically, typically inviting public comments from readers.

Buzz – Online excitement and word of mouth surrounding a certain brand or incident.

**C**

Click – A metric that measures the reaction of a user to content on the internet. Using specific codes, the number of clicks can be tracked for evaluation purposes.

Comment – A facility whereby users can remark on or provide feedback on a particular topic.

**D**

Digital marketing – Marketing technique that makes use of electronic devices (computers, smartphones, tablets, game consoles, etc.) or platforms (websites, email, apps, social networks, etc.) to engage with stakeholders.

Digital media/content – Content that is available in an electronic format, which can be manipulated and read by a computer.

**F**

Facebook - Facebook is a social networking site that allows users to join and create profiles, make friends, post photos and join groups.

**G**

G+ hangouts – A free video chat service provided by Google that enables both one-on-one and group chatting.

Gamification – The concept of applying game mechanics and design to non-game applications to engage and motivate users to achieve certain goals.

Geo-marketing – displaying (or preventing display of) content based on automated or assumed knowledge of a user’s geographical location.

Google+ - A social networking platform from Google, where users can discover and share digital content with friends, family and colleagues.

**I**

Infographic – A visual representation of information or data.

Instagram – An online, mobile, photo/video sharing social networking service that enables users to take pictures and record videos and apply electronic filters/effects to them and share through various social networking platforms.

**K**

Keyword – Specific word(s) entered into a search engine by the user that result(s) in a list of Web sites related to the keyword.

**L**

LinkedIn – A business oriented social networking service mainly used for professional networking. Users can share professional experience and skills and apply to jobs.

**M**

mHealth – An abbreviation for mobile-health, a term used for the practice of medicine and public health supported by mobile devices.

Mobile device – A mobile phone, personal digital assistant (PDA) or any other handset.

Mobile marketing – The process of sending out content/campaigns/advertising via mobile devices.

Mobile Network - The facilities and technology that provide a public mobile telecommunications service possible.

**O**

Online public relations – The practice of managing the spread of information between an individual or an organisation and the public.

**P**

Pinterest – A social networking service that allows users to visual share and discover new interests by posting (or ‘pinning’) images or videos to virtual boards (collection of ‘pins’).

Post – Entry on a message board, blog or other chronological online forum.

**R**

Reach –The number of unique users who visit a web page over a certain period of time.

Real-time – The actual time during which a process or an event occurs.

Rich media - Content with which users can interact (as opposed to solely animation) in a Web page format.

**S**

Search marketing – The process of gaining traffic and visibility from search engines through both paid and unpaid efforts.

Segmentation – A strategy that involves dividing a broad target market into sub-set of consumers who have common needs and priorities and then designing and implementing strategies to target them.

SEO - An abbreviation for Search Engine Optimization. It refers to the process of improving the volume and quality of traffic to a Web site from search engines via their search results.

Skype - Skype is a Voice over IP (VoIP) telephone service provider.

Smartphone – Mobile phone handsets with advanced capabilities that allow users to add applications to their phones and usually include 3G and Wifi capabilities.

SMS – An abbreviation for Short Message Service, standard for sending and receiving short (160 character) text messages via mobile handsets.

Social Media -The media that is published created and shared by individuals on the Internet, such as blogs, images and video.

Social Network – An online platform that gives users a chance to join virtual communities, connect with one or more groups of friends, facilitating sharing of content, news and information among them.

**T**

Tracking - Measuring the effectiveness of content/campaign/website by collecting and evaluating statistics.

Tweet-chats – A live Twitter event, moderated and focused around a specific topic.

Tweet-ups – A meeting or gathering organised by posts on Twitter.

Twitter - A micro-blogging platform allowing individuals to communicate (140 characters) directly with their followers.

**V**

VoIP – An abbreviation for Voice Over Internet Protocol, is a system of rules which allow for voice and sound to be streamed, live, across the internet. This allows the system to behave exactly as a traditional telephone.

**W**

Web Application – Any application which is accessed by users through a browser and is run online.

**Y**

Youtube – A video sharing website.